

How Much Does a Small Business Website *Really* Cost in Texas? (2025 Guide)

-Krysta McAlister

If you're a small business owner in Texas—whether you're a contractor in Dallas, a real estate agent in Fort Worth, or a creative freelancer just starting out—you've probably asked yourself this question. And you've probably been met with a frustratingly vague answer: "It depends."

Well, you're right, it *does* depend. But that doesn't mean you deserve to be in the dark.

My name is Krysta, and I'm the founder of The Grey Canvas. I'm a freelance web designer based right here in DFW, and my mission is to make professional, custom web design accessible and understandable. I know the grind of running a small business, and I believe in transparency.

So, let's pull back the curtain and talk about real numbers and real value.

What Actually Determines the Cost of a Website?

When you get a quote for a website, you're not just paying for a pretty design. You're investing in a powerful business tool. The price is a reflection of the time, skill, and technology required to build it right. Here are the biggest factors that influence the cost:

- **Custom vs. Template:** A custom-coded website is built from the ground up specifically for your brand and goals. A template site (like Squarespace or Wix) fits your content into a pre-made box. Custom sites offer more flexibility, better performance, and superior SEO potential, which is why I specialize in them.
- **Number of Pages:** A simple 5-page site is less complex than a 20-page site with multiple service categories.
- **Special Features:** Do you need an e-commerce store to sell products? A booking calendar for appointments? A members-only area? These features require more complex development.
- **Content & SEO:** Will you be providing the text and images, or do you need professional copywriting and an in-depth SEO strategy to help you rank on Google?

A Real-World Look at Website Packages in Texas

To give you a clearer idea, here's how I structure my pricing at The Grey Canvas. Think of these as starting points that we can tailor to your exact needs.

1. The Sketch: The Essential Online Presence

- **Best For:** New businesses, startups in Fort Worth, or professionals needing a polished "digital business card."
- **What It Includes:** A stunning, custom 5-page website, mobile-friendly design for

contractors on the go, a contact form, and basic SEO setup.

- **Ballpark Cost:** Starting at \$1,500+

2. The Design: For Businesses Ready to Grow

- **Best For:** Established businesses looking to integrate more features, like a blog or online booking.
- **What It Includes:** Everything in "The Sketch" plus features like a fully integrated blog, booking calendar setup, and Google Analytics integration.
- **Ballpark Cost:** Starting at \$2,500+

3. The Showcase: The E-Commerce Solution

- **Best For:** Businesses ready to sell products online, from plumbers selling parts to artisans selling their craft. This is for when you need an **e-commerce developer for a small business**.
- **What It Includes:** A full-featured online store with product pages, payment gateway setup (like Stripe or PayPal), and shipping configurations.
- **Ballpark Cost:** Starting at \$3,000 - \$5,000+

A Quick Word on Platforms (e.g., "What's the best website platform for plumbers?")

I often get asked if a DIY platform is a better choice. While they can be cheaper upfront, a custom-coded site gives you full ownership, better security, and unmatched flexibility for future growth. For a plumber, an electrician, or any trade, a custom site allows you to build features tailored to *your* workflow—something a template can't always do.

Don't Forget to Protect Your Investment: Small Business SEO Tips for 2025

A beautiful website is only effective if people can find it. Here are a few quick **small business SEO tips** to keep in mind:

1. **Claim Your Google Business Profile:** This is the single most important thing you can do for local SEO. It's free and puts you on the map—literally.
2. **Focus on Local Keywords:** Don't just target "web design"; target "**web designer for startups in Fort Worth**." Be specific to your service and location.
3. **Ensure Your Site is Mobile-Friendly:** A huge portion of your customers will find you on their phones. **Mobile-friendly websites for contractors** and other on-the-go professionals are no longer optional.

Ready to Start on a Clear Canvas?

I hope this guide has given you a clearer picture of what goes into a website and what you can expect to invest. A website isn't an expense; it's a tool that should work as hard as you do to grow your business.

If you're ready to build a site that truly fits your vision and budget, I'm here to help.

Need help implementing what you read? Let's bring your site to life